

JOB VACANCY ANNOUNCEMENT

USAID - ACCRA

Number : **AID 09 – 004** **June 25, 2009**

OPEN TO: **US Citizen Eligible Family Members (EFMs)**

POSITION: **Development Outreach Coordinator**

OPENING DATE: **June 25, 2009**

CLOSING DATE: **August 6, 2009**

WORK HOURS: **Full Time: 40 hours/week**

SALARY: **Position Grade FP-5 or GS 10**

LENGTH OF
SERVICE: **One year renewable contract.**

BASIC FUNCTION OF POSITION

This position is located in the USAID/West Africa Program Office, Accra, Ghana. The Office consists of a US Direct Hire (USDH) Supervisory Program Officer, a USDH Program Officer, a Foreign Service National (FSN) Program Budget Specialist, a Global Development Advisor, a FSN Program Coordinator, and FSN Program Assistant. The Office provides leadership and strategic direction to regional program planning, analysis, performance monitoring, evaluation and reporting for a complex regional program.

The primary purpose of this position is to serve as the Development Outreach Coordinator (DOC) within the Office. The DOC will be required to develop and implement a wide range of outreach activities to support the USAID/West Africa's technical teams as well as the Mission, as a whole. S/he will guide, coordinate and oversee the Mission's outreach strategy helping to insure that it reflects U.S. Government priorities and promotes USAID/West Africa's accomplishments.

Interested individuals should submit covering letter and curriculum vitae with referees to:

DEVELOPMENT OUTREACH COORDINATOR

USAID/West Africa

P.O. Box 1630, Accra, or No. 24 Fourth Circular Rd., Accra

Or by Email: acpersonnel@usaid.gov

POSITION DESCRIPTION FOR DEVELOPMENT OUTREACH COORDINATOR

INTRODUCTION

USAID/West Africa Mission serves 21 nations: Benin, Burkina Faso, Cameroon, Cape Verde, Chad, Côte d'Ivoire, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea Conakry, Guinea Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, São Tomé & Príncipe, Senegal, Sierra Leone, and Togo. Seven of these countries have a USAID presence. Last year USAID/West Africa committed \$72,863,029 to support development programs in 21 countries across West Africa. USAID/West Africa coordinates and enhances other USAID programs in the region and partnerships with West African governments and regional institutions to focus on five priority areas:

- Peace & Security
- Governing Justly & Democratically
- Investing in People
- Economic Growth
- Humanitarian Assistance

MAJOR DUTIES AND RESPONSIBILITIES

The DOC will assist the Mission with achieving its objectives by producing and disseminating information about the Mission's activities to U.S. and regional audiences to build support for USAID programs. S/he will be responsible for developing outreach materials about the Mission's program, particularly its successes and achievements, for dissemination to the Africa and Legislative and Public Affairs (LPA) bureaus at USAID/W, local and international press and media, and the general public. More specifically, the DOC will develop strategies, methodologies, and action plans targeted to the various audiences that will result in a clearer comprehension of specific activity and program goals and objectives.

The specific duties and responsibilities of the DOC shall include:

- A. **Outreach Strategy:** The DOC will develop and implement an outreach strategy that promotes the Mission's program to both internal and external audiences, facilitates information access and sharing within the Mission, and strengthens the Mission's reporting functions.
- B. **Public Information Materials:** The DOC is responsible for the development and maintenance of public relations materials, including brochures, fact sheets, newsletters, presentations and other visual displays regarding USAID's objectives and programs, an internet web site, etc. S/he will disseminate this information to the Mission's various audiences and constituencies, which include: host government and NGO counterparts; assistance beneficiaries; USAID contractors and grantees; other donors; local and U.S. public; local and international press and media; USAID/Washington; and Department of State.
- C. The DOC will review proposed brochures, handouts, and other public relations materials to evaluate quality, propriety in terms of sensitivity to local culture, and accuracy of content. S/he will also ensure that all materials meet USAID branding guidance and recommend revisions, reprinting, or other appropriate action. S/he will also prepare VIP briefing and press packets.

D. **Media Coordination:** The DOC will serve as Mission's liaison with local Public Affairs Section of the Embassy on information dissemination and media-related matters. S/he will advise the Mission Director and other USAID/WA staff on press and media relations; coordinates press and media relations with Public Diplomacy; develops press and media materials such as press releases and activity background papers; and coordinates with the Mission Director, activity managers, and the local Public Affairs Office to promote press and media coverage of Mission activities. In collaboration with USAID/W/LPA, s/he will develop print and video resources to raise the profile of the USG's assistance in the region as well as keep an archive of all publications on USAID activities in the country and regularly inform USAID staff about such publications.

S/he will also create, manage and update the Mission's photo library, ensuring that a selection of high quality photographs with appropriate content are available for USAID's reporting and public information needs. The DOC will catalogue all photos, purging dated ones, and making them accessible as requested and coordinate with USAID's IT staff, as necessary as well as take responsibility for office-issued digital camera, occasionally serving as photographer at events when needed.

E. **Editorial Quality Control:** The DOC will act as an editor for official reports and correspondence documents produced by the Mission. S/he has the primary responsibility to ensure that Mission reports, papers, correspondence, etc. meet quality standards.

F. **Maintenance of USAID/WA external Website:** The DOC will regularly update USAID/WA's website. S/he will coordinate the selection of reports, documents, graphics, and photographs to be displayed.

G. **Other Duties:** Perform other outreach duties as assigned.

DESIRED QUALIFICATIONS

A. Experience

- Minimum five to seven years of progressively responsible experience in related fields, with more than three years experience in public relations, communications, and/or journalism.
- Minimum three years previous work experience with a U.S. Government agency, an international organization, or non-governmental organization.
- Direct experience developing and implementing a communications strategy for a large organization with minimal direction.
- Demonstrated track record in writing, including speeches, press releases, internet content, newsletters, fact sheets, etc.
- Demonstrated knowledge of working with the media, including building relationships and pitching stories.

B. Knowledge and Skills:

- Excellent written and oral communication skills, which includes providing two professional writing samples in English and demonstrating a strong track record in the communications field.
- Proven record of excellent interpersonal skills: such as, working in teams; ability to work collaboratively across departments in a large bureaucracy; working independently,

managing several activities at once; and working under pressure to meet very short deadlines.

- Proficiency in Microsoft Office applications required. Knowledge of design software is a plus.
- Photographic and video skills and event planning and training/facilitation skills are also a plus

C. **Education:** A Bachelor's Degree in Public Relations, Communications, Journalism or other relevant areas is preferred.

D. **Language Proficiencies:** Fluency in English with strong written and oral communication skills is required. Ability to read and communicate verbally effectively in French strongly desired.

POSITION ELEMENTS

A. Supervision Received

The DOC will work under the direct supervision of the Supervisory Program Officer. S/he is expected to perform routine duties independently and will work closely with the Front Office and coordinate frequently with USAID/WA Program Teams, USAID partners and appropriate staff at the relevant U.S. Embassies.

B. Available Guidelines

Guidelines include Agency regulations, Automated Directives System (ADS) requirements, Office of Foreign Assistance guidance, Africa Bureau procedural guidance, Agency procurement guidance, Mission Orders and professional development literature. All of these are general, presenting options and approaches rather than blueprints. Therefore, the DOC must be able to assess alternatives and interpret the guidelines accordingly. Excellent judgment and the ability to deal with ambiguity are essential.

C. Nature, Level and Purpose of Contacts

Frequent contacts with all Mission staff, for reference interviews, relevant senior level government officials and other donors, target groups for information outreach and monitoring of Mission activities and interests.

D. **Supervision Exercised:** None

E. **Time Requirement to Perform Full Range of Duties:** Six (6) months.

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